

BPO provider rebuilds infrastructure from scratch to support high-volume document processing with 70% fewer incidents



Industry: Professional Services

Location: Spain

ADEA has evolved from a physical document custody specialist into a holistic business process outsourcing (BPO) provider across the full document and data management lifecycle. ADEA was struggling to meet demands of one of its most important banking clients, BBVA, so they looked to create a new solution from scratch to provide transparent and accurate BPO services.

Rebuilding their infrastructure with Bizagi, has transformed the way ADEA works. They can now meet demands to process thousands of documents every day in a reliable and efficient manner. Incidents in the bank's document-intensive processes are down 70%, client confidence has been restored, and Bizagi has become the foundation of ADEA's shift from a labor-based service provider to a technology-enabled, AI-ready orchestrator.

"The most important thing about Bizagi is that it has given us the opportunity to improve our value proposition as a company.."

Miguel Martínez Lozano
CEO, ADEA

70%
reduction in document
process incidents

3 months
to go-live

15,000
branch employees being
onboarded

Objectives

- Rebuild trust with major banking client
- Gain full transparency and control over thousands of documents moving through complex, high-volume workflows
- Automate document-intensive processes to reduce manual effort and risk
- Give clients reliable access to both process status and document-level data
- Build a platform flexible enough to evolve as fast as a client whose requirements kept changing

Achievements

- 70% reduction in incidents when managing documents
- Go-live in 3 months, replacing a legacy vendor solution
- Consistent SLA compliance, rebuilding client confidence
- Platform rolled out to circa 15,000 branch employees in Spain
- Expansion underway into a second market, Colombia
- Value proposition shifted from manual BPO service to technology-enabled, AI-ready orchestrator

Overview

ADEA's business has evolved from custody, the physical storage of documents, into business process outsourcing (BPO), taking on document-intensive processes end-to-end to increase clients' efficiency, agility, and control. The change in offering, accelerated by customer needs from BBVA bank, triggered a complete rebuild of their technological infrastructure, using Bizagi to orchestrate all their business processes in a flexible and efficient way.

Challenge

When ADEA's CEO, Miguel Martínez Lozano, joined the company, he faced a trust issue. Clients, such as leading Spanish bank BBVA, doubted ADEA's ability to manage complex digital projects, believing the company knew how to manage boxes but not process-driven services. BBVA had specific pain points that needed addressing, including:

Transparency: With thousands of documents moving through the business each day, ADEA needed to know not just where a physical document was but the exact status of every document at any moment.

Automation: Without automation, their end-to-end process from collection of documentation, extraction, through to rules-based validation is at risk of inaccuracies and inefficiency if it is reliant on manual labour. The high volumes and different types of documents in various workflows made this particularly important.

"Customers need to reduce risk and increase efficiency. And that's almost impossible if you don't automate most of the tasks in these processes."

Miguel Martínez Lozano,
CEO, ADEA

Access to information: Clients needed more than workflow status, they needed to interrogate the documents themselves, for example confirming a document was signed or confirming interest rates were consistent, to avoid disputes down the line.

Compounding all three was the fact that ADEA's key customers were perpetually evolving. ADEA needed a platform that could solve their current pain points and operate at even higher volumes if needed in the future.

Solution

ADEA discarded their existing investment and rebuilt the solution from scratch on Bizagi. Working with Bizagi's Professional Services team, ADEA ran the effort as a programme consisting of several parallel projects rather than a single implementation, reflecting the complexity of the underlying document processes and the number of legacy systems that had to be coordinated.

The project went live after roughly three months, initially running the new platform in parallel with the old solution with

the minimum functionality needed, before gradually layering on improvements to move all functionality over to Bizagi.

As BBVA was still discovering and reshaping its own internal processes throughout the rollout, ADEA could not run this as a conventional project. New requirements surfaced weekly, as the bank used the implementation to bring order to its own operations. Bizagi's flexibility let ADEA absorb that constant change without losing the client's confidence.

"The bank was changing the picture almost every week... I'm so grateful that Bizagi was able to adapt to this situation. I've never seen that before, and I've been in this sector for many years."

Miguel Martínez Lozano,
CEO, ADEA

Results

Trust and control restored: Since deploying Bizagi, the turnaround has been substantial: ADEA has seen a 70% reduction in incidents managing documents in a year. They now consistently meet the SLAs with BBVA covering document-handling turnaround times and incident rates. That confidence has opened the door to expanding the platform well beyond its original scope: ADEA is now working to provide the solution to BBVA's 15,000 branch employees across Spain and is preparing to extend the same service into Colombia.

"How much can you trust Bizagi when there's a lot of logic involved? I'd say 9 out of 10 — and especially when our main issue was about confidence in the information we were providing, that matters a great deal."

Miguel Martínez Lozano,
CEO, ADEA

A new value proposition: Beyond the operational fixes, CEO Lozano points to a bigger shift: Bizagi has changed what ADEA can credibly offer clients. Rather than competing purely on cost or headcount, ADEA can now offer clients confidence that their processes are on a platform built to absorb change and to bring AI into workflows when clients are ready for it. ADEA has reported that clients and prospects see Bizagi as an accessible way to introduce AI into their processes incrementally, rather than as an isolated proof of concept.

A platform built for what's next: Lozano has worked with many process management and automation tools over the course of his career, but Bizagi has transcended competitors with its ability to support AI in enterprise processes. For ADEA, Bizagi has proved its value by bringing new technology into live operations, rather getting stuck at the point of proof of concept.

"It's like Formula 1 racing, you all have an engine that gets you going, but sometimes what wins a race is just the wheels. It's how you catch up with new technology, not just as a proof of concept."

Miguel Martínez Lozano,
CEO, ADEA